



December 20, 2005

Via Electronic Filing

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: **Ex Parte Notice**
MM Docket No. 00-167

Dear Ms. Dortch:

On Monday, December 19, the Ad Council's CEO, Peggy Conlon, and Senior Vice President for Nonprofit and Government Affairs, Kate Emanuel, met with Heather Dixon of Chairman Kevin J. Martin's office to discuss the FCC's proposed children's programming rule.

Ms. Conlon expressed her concern that some TV stations have communicated to the Ad Council that they will not air PSAs that contain URLs during children's programming (in anticipation of the rule's implementation), irrespective of whether they meet the Commission's four-prong eligibility criteria for airing (set forth in Section 73.670(b) of the Commission's rules). These stations are refusing to run PSAs with URLs in order to avoid what they believe could be costly monitoring costs, fines or renewal issues.

Ms. Conlon stated that all of the Ad Council's PSA Internet addresses – whether they are targeted to children or adults – meet the Commission's four-prong eligibility criteria, making them perfectly suitable for airing. All of the Ad Council's URLs direct consumers to strictly educational and non-commercial websites.

Pursuant to Section 1.1206(b) of the Commission's rules, an electronic copy of this letter is being filed with the office of the Secretary. Please contact the undersigned if there are any questions or comments associated with this notice.

Sincerely,

/s/ Kate Emanuel

Senior Vice President, Nonprofit and Government Affairs



cc: Heather Dixon

261 Madison Avenue New York, New York 10016 (212) 922-1500

1203 19th Street, NW, 4th floor Washington, DC 20036 (202) 331-9153